

EXHIBITOR PROSPECTUS



FROM
KNOWLEDGE
TO
ACTION

111TH AALL ANNUAL MEETING
& CONFERENCE

JULY 14-17, 2018
BALTIMORE, MD

BALTIMORE CONVENTION CENTER





At the American Association of Law Libraries (AALL), we believe that people need timely access to relevant legal information to make sound legal arguments and wise legal decisions. Our members are legal information experts—problem solvers of the highest order. Every day we connect members with one another and passionately champion the value of their roles because, when we do, it makes our whole legal system stronger.

WHERE LEGAL PROBLEM SOLVERS GO TO SOLVE PROBLEMS

The AALL Annual Meeting & Conference is your opportunity to meet face-to-face with more than 1,400 industry leaders—the legal problem solvers—searching for your technologies, products, services, and publications, to support their work. AALL 2018 will mark a return to the East Coast, home to a large percentage of AALL members.



ATTENDEE BUYING POWER

Reach decision makers and influencers at AALL 2018 — our attendees are:

By Job Title

19%	Chief Librarian/Director/Dean/CIO
21%	Associate/Deputy/Assistant Director/ Chief of Branch/Supervisor
4%	Solo Librarian
26%	Reference/Research Librarian
4%	Technical Services Librarian
4%	Acquisitions/Collection Development Librarian
4%	Catalog Librarian
4%	Electronic Services Librarian
1%	Competitive Intelligence Analyst/Librarian
1%	Public Services Librarian
12%	Other (includes Serials Librarian, Documents Librarian, Paraprofessional, and Student)

By Law Library Type

53%	Academic
24%	Law Firm
16%	Government
2%	Private/Corporate
5%	Other (Association, Consortium, Consultant, Public, Self-Employed)



92%

Overall, 92% of the AALL Annual Meeting attendees play a role in the purchase of products/services exhibited.

76%

76% of attendees found new companies to do business with as a result of their time in the Exhibit Hall.

85%

85% of attendees serve 190 patrons or more

GENERATING EXHIBIT HALL TRAFFIC

AALL plans popular events and feature areas to generate traffic throughout the Exhibit Hall.



AALL Member Services Pavilion & Activities Area

Always the place to be, the Pavilion is the destination for knowledge, networking, and everything AALL. AALL staff and the Executive Board assist members in maximizing their membership and conference experiences. Launched in 2016, the Activities Area features display boards about AALL committees, special interest sections, caucuses, and chapters for members looking to learn more about getting involved.



Poster Sessions

A popular draw since 2011, Poster Sessions offer attendees the opportunity to showcase their research during the conference and discuss their findings with attendees during the presentation period.



Exhibitor Showcases

The highly successful Exhibitor Showcases allow exhibitors to present their latest technologies to attendees. Redesigned this year, the Showcase sessions will now utilize meeting room space that will allow up to an hour of education and product presentation. Running throughout each exhibit day, the sessions are an important jumping-off point for attendees desiring a first look at technology from the range of exhibitors.



No-Conflict Exhibit Hall Times

Four-and-a-half hours of no-conflict Exhibit Hall time—featuring complimentary food and beverage (one reception, one lunch, and two breaks)—builds traffic and encourages interaction with exhibitors.



Complimentary Exhibit Hall Only Passes

The price of conference registration is not a barrier to visiting the Exhibit Hall; anyone may register for an Exhibit Hall only pass. Exhibitors also use these to invite local customers who may not be able to attend the entire conference.

SPONSORSHIP & ADVERTISING OPPORTUNITIES

AALL offers a wide range of sponsorship and advertising opportunities to support your exhibit program at the conference and throughout the year. Please reference the AALL Media Kit and AALL Annual Meeting Advertising Opportunities brochures for options to fit every need and budget.

SPONSORSHIP INFORMATION CONTACT:

KATE HAGAN, AALL Executive Director

312.205.8026

For sponsorship opportunities, contact Kate Hagan, AALL Executive Director at khagan@aall.org.

ADVERTISING INFORMATION CONTACT:

BILL SPILMAN

bill@innovativemediasolutions.com / 877.878.3260

View advertising opportunities at bit.ly/AALLmediakit

AALL DELIVERS SOLUTIONS

Attendees are seeking your products and services:

- Legal Research Platforms ▶ 78%
 - Online Legal and Non-Legal Information Services ▶ 59%
 - Electronic Resource Management ▶ 55%
 - Artificial Intelligence Technologies ▶ 54%
 - Subject-Specific Electronic Resources ▶ 53%
 - eBooks ▶ 49%
 - Business Research/Resources ▶ 48%
 - Legal Publishing ▶ 45%
 - Books ▶ 41%
 - News Aggregators ▶ 39%
 - Integrated Library Systems/OPACs ▶ 37%
 - Competitive Intelligence Solutions ▶ 35%
 - Law Practice Technology Solutions ▶ 35%
 - Library Space/Design ▶ 34%
 - Knowledge Management Solutions ▶ 33%
 - Furniture/Shelving ▶ 32%
 - Legal Professional Associations ▶ 31%
 - Website Design/Development ▶ 31%
 - Preservation Resources/Materials ▶ 27%
 - Consortia ▶ 22%
 - Document Delivery Services ▶ 22%
 - Periodicals ▶ 22%
 - Public Interest Groups ▶ 22%
 - Education/Training/CLE ▶ 20%
 - Document Management ▶ 18%
 - Law Practice Automation Vendors ▶ 17%
 - Legal Research Outsource Solutions ▶ 12%
 - Consultants ▶ 11%
 - Security Systems ▶ 9%
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PLANNING MATERIALS

An experienced exposition management staff that is always available to answer questions on exhibiting, planning, or promotion to support your participation in the AALL Annual Meeting & Conference. An online Exhibitor Manual and periodic Exhibitor Update eNewsletters will be available to every exhibitor to assist in the planning and operation of your exhibit and keep you apprised of additional resources and deadlines.

View a list of 2017 exhibitors at: <http://bit.ly/2iKhUJF>

EXPOSITION SCHEDULE

EXHIBITS INSTALLATION	Friday, July 13	8:00 a.m.–4:30 p.m.	
	Saturday, July 14	8:00 a.m.–4:30 p.m.	
EXHIBIT DATES AND HOURS	Saturday, July 14	5:00 p.m.–6:30 p.m.	OPENING RECEPTION / NO-CONFLICT TIME
	Sunday, July 15	10:15 a.m.–5:00 p.m.	EXHIBIT HALL OPEN
		10:15 a.m.–11:15 a.m.	REFRESHMENT BREAK / NO-CONFLICT TIME
	Monday, July 16	8:45 a.m.–5:00 p.m.	EXHIBIT HALL OPEN
		8:45 a.m.–9:45 a.m.	BREAKFAST BREAK / NO-CONFLICT TIME
12:45 p.m.–1:45 p.m.		ATTENDEE LUNCHEON / NO-CONFLICT TIME	
EXHIBIT DISMANTLING	Monday, July 16	5:00 p.m.–9:00 p.m.	

Schedule subject to change

RESERVE YOUR OPPORTUNITY

Fill out the enclosed Exhibit Space Application and Contract

SEND PAYMENT AND CONTRACT TO:

AMERICAN ASSOCIATION OF LAW LIBRARIES

By mail: P.O. Box 94340 Eagle Way Chicago, IL 60678-9430

By fax: 312.431.1097

Online application: <http://bit.ly/2vuJpwZ>

FOR QUESTIONS OR MORE INFORMATION ABOUT EXHIBITING CONTACT:

HALL-ERICKSON EXPOSITION MANAGEMENT

98 E. Chicago Ave., Suite 201

Westmont, Illinois 60559

630.434.7779

Fax: 630.434.1216

aall@heiexpo.com

AMERICAN ASSOCIATION OF LAW LIBRARIES

105 W. Adams Street, Suite 3300, Chicago, IL 60603

www.aallnet.org

312.939.4764 / fax 312.431.1097

